

# *Executive Proclamation*

## *State of South Dakota*

### *Office of the Governor*

*Whereas*, In 1956, with a \$2,000 loan co-signed by his father, Elmer Karl opened a small TV and radio shop in Gregory, South Dakota, with the idea in mind if he lost \$2,000 in a year, he would find another occupation to pursue; and,

*Whereas*, From a single store, Karl's TV, Audio, Appliance, and Furniture has grown into the region's largest independent electronics and appliance dealer, operating 18 stores in South Dakota, Minnesota, Iowa, Nebraska, and Wyoming; and,

*Whereas*, The company's headquarters are still located in Elmer's hometown of Gregory, a south-central community of 1,400 citizens, where Elmer returned after serving in the Korean War and graduating from a Chicago-based technical college with a year of experience as a TV repairman in the Windy City; and,

*Whereas*, Elmer's initial inventory for his first store consisted of five new radios and a used television set he purchased in Chicago; however, with poor television reception, there was little incentive for his customers to buy a television set until a Sioux Falls station installed a translator that served the area around Gregory; and,

*Whereas*, In 1956, Elmer filmed his first TV commercial, pitching black and white television sets to south-central South Dakotans, and 52 years later, Elmer still appears in ads, repeating the familiar slogan, "Your servicing dealer since 1956" and he stands behind his guarantee to take care of his customers; and,

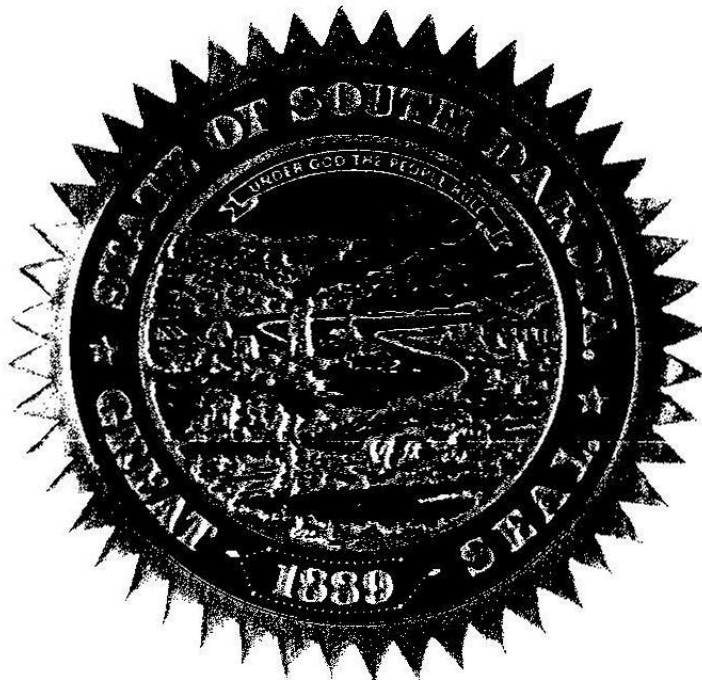
*Whereas*, Elmer's honesty and integrity have made him a deserving recipient of the South Dakota Sales and Marketing Executive of the Year Award for 2008, which will be presented to him on February 26, 2008:

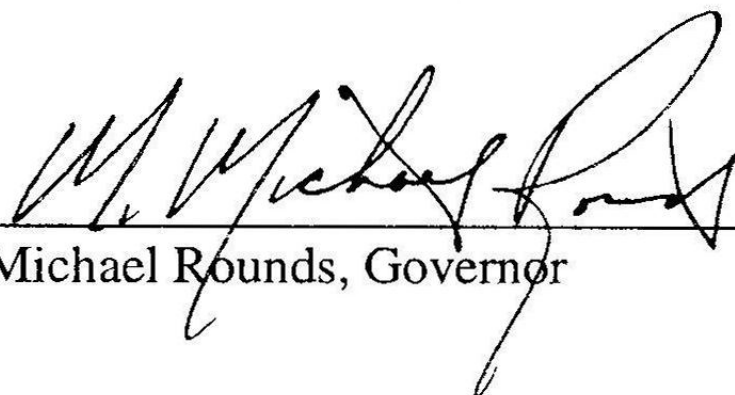
*Now, Therefore, I, M. Michael Rounds*, Governor of the state of South Dakota, do hereby proclaim February 26, 2008, as

*ELMER KARL DAY*

in South Dakota.

*In Witness Whereof*, I have hereunto set my hand and caused to be affixed the Great Seal of the state of South Dakota, in Pierre, the Capital City, this First Day of February in the Year of Our Lord, Two Thousand and Eight.



  
M. Michael Rounds, Governor

Attest:

  
Chris Nelson, Secretary of State